



# 2017 STRATEGIC COMMUNICATIONS FORUM



# TOUGH SLEDDING





**SHAPED  
BY EXPERIENCE**





- Objective
- Discipline
- Unity of Effort
- Combined Arms Team





# YOUR STORY





**YOU SAVE LIVES**





**IT'S A TOUGH TIME  
TO BE A COMMUNICATOR**





- Audiences Overwhelmed
- Technology Racing Ahead
- Partisanship on Overdrive
- Generational Splits





**SO WHAT  
ARE WE TO DO?**



**TRUST THE PROCESS**

**RAISE OUR GAME**

**MAKE MUSIC**

**FOCUS ON CONNECTIONS**







**TRUST THE PROCESS**



# A PRACTICAL APPROACH





1. Objective
2. Messages + Audiences
3. Tactics
4. Outcomes / Measurement





# 2 FOCUS ON CONNECTIONS



- Simplicity
- Immediacy
- Threat / Benefit
- Power





1. Follow the Rule of Threes
2. Learn from 1066
3. Make the Ask Clear
4. Ditch What's Not Working





# STORIES MAKE THE CONNECTION







**MAKE MUSIC**



# CONSISTENCY SETS THE RHYTHM THE 11-TOUCH RULE





# STORYTELLERS DELIVER THE MELODY





# SIGNS OF SUCCESS





- Initial Audiences Repeat Your Messages
- Supporters Carry Your Message Forward
- Target Audience Takes Desired Actions





**FOUR THINGS  
WINNING COMMUNICATORS  
DO EVERY DAY**





# THEY...

1. Are “In the Room”
2. Focus on Outcomes
3. Demand and Use Feedback
4. Learn from Other Communicators





**REMEMBER  
YOUR OWN STORY**





**ON BEHALF OF THE MILLIONS  
WHO HAVE BENEFITED  
FROM YOUR WORK  
WITHOUT KNOWING IT  
THANK YOU**





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